



Lesson 3 – Sales Mountain

The best way to influence the results of a sales presentation is to write an outline of meeting in advance. This allows you to think through the presentation and go in with a plan

Generic Sales Mountain Versus Customized Sales Mountain

Generic Sales Mountain

1. Lead Generation
2. Appointment Setting
3. Trust and Rapport
4. Identify Customer Needs
5. Share the Benefits
6. Close
7. Objection Handling
8. Follow Up

To create your own customized sales mountain ask yourself what are the key points I need to make in the order I need to make them in.

Judy O'Higgins Success Story

The System Book – Chapters match generic sales mountain.

A chain is as strong as its weakest link.

Bonus Video – Eric Lofholm Sales System -

<https://www.youtube.com/watch?v=glmVxp0Wvi4>